



Ireland's Hidden **HEARTLANDS**

BRAND IDENTITY ESSENTIALS GUIDE



ABOUT THIS GUIDE

This guide provides you with a quick overview of Ireland's Hidden Heartlands Brand Identity and its relevant assets. It covers all the details you need to get started!



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BRAND PROPOSITION

Explore the lush green heartlands of Ireland's natural rural beauty...

where activity and relaxation are centred around rural communities and their lifestyles, that can be discovered across a lattice work of land and water trails showcased by the iconic River Shannon and the Beara Breifne Way.

AREA MAP



OUR BRANDMARK

Our brandmark consists of a symbol and logotype set within specific proportions and relationships. The brandmark should never be altered or recreated in any way. Whenever possible the full colour version of the brandmark should be used. Single colour versions may only be used in special circumstances. Please ensure you only use the master digital artworks supplied.



LANGUAGE VERSIONS

The Ireland's Hidden Heartlands brandmark is available in four languages for regional usage. The same usage guidelines apply to the alternative language versions as they do to the English Version as featured in these guidelines.



**Ireland's Hidden
HEARTLANDS**

English Version



**Croíthailte Ceilte
NA hÉIREANN**

Irish Version



**Le coeur secret
DE L'IRLANDE**

French Version



**IRLANDS
herzliche Mitte**

German Version

BRANDMARK APPLICATION

MINIMUM CLEAR SPACE

When applying Ireland's Hidden Heartlands brandmark, a clear area should always be maintained. The minimum distance is the 'x' height of the Ireland's Hidden Heartlands characters illustrated below.

MINIMUM SIZE

When applying any version of the Ireland's Hidden Heartlands brandmark it should not appear at a size of less than 30mm across, as indicated below. The logo size should always be specified by its width.



CORRECT/INCORRECT USAGE

Correct application of our brandmark is vital for consistent and meaningful communications. It is important that no alterations are made to the brand and the correct versions of the logo are used where applicable.



CORRECT unaltered brandmark



DON'T swap or change the order or proportion of the brandmark elements



DON'T remove any elements from the brandmark



DON'T change any colours within the brandmark



DON'T sit the brandmark on low contrast or clashing colours



DON'T stretch or squash the brandmark proportions




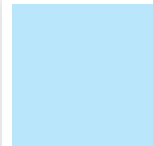





DON'T stack the brandmark in any situation

COLOUR PALETTE

Our colour palette takes inspiration from the vibrant green tones reflected in our landscape. We also take inspiration from the blues of our waterways for the accent blue colour.

When choosing colours outside of the primary colour palette please make sure colours are complimentary to the photography used or subject matter discussed.

 PANTONE® 562 C: 100 M: 40 Y: 60 K: 0 R: 0 G: 123 B: 120 HEX: #007b78	 PANTONE® 583 C: 37 M: 0 Y: 100 K: 0 R: 173 G: 209 B: 54 HEX: #add136	 PANTONE® 349 C: 87 M: 35 Y: 100 K: 30 R: 25 G: 100 B: 51 HEX: #196433	 PANTONE® 290 C: 25 M: 0 Y: 0 K: 0 R: 185 G: 229 B: 251 HEX: #b9e5fb
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 C: 100 M: 40 Y: 60 K: 0 R: 0 G: 123 B: 120 HEX: #007b78	 Gradient should always be printed in CMYK	 C: 37 M: 0 Y: 100 K: 0 R: 173 G: 209 B: 54 HEX: #add136
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Note: The brand colours should not be altered in any way from these guidelines. While reference Pantone colours are provided, the brandmark suite is provided in CMYK colour and will meet the majority of print requirements.

TYPOGRAPHY

Our fonts have been selected to reflect the warm and vibrant nature of Ireland's Hidden Heartlands and should be used in all communications for consistency.

Primary Font:

Aller

Aller is a font family with a unique design and warm tone of voice, reflecting the regions relaxed rural lifestyle.

HEADLINES

Sub-Heads

Bold ABCDEFGHIJKLM
 nopqrstuvwxyz
 123456%&!

Regular ABCDEFGHIJKLM
 nopqrstuvwxyz

Light ABCDEFGHIJKLM
 nopqrstuvwxyz

Secondary Font:

Neutra Text

Neutra Text is an elegant and contemporary sans-serif typeface, with a wide range of weights, perfect for supporting text.

Body copy Headings

Body copy

Highlighted body copy

Bold ABCDEFGHIJKLM
 nopqrstuvwxyz
 123456%&!

Book ABCDEFGHIJKLM
 nopqrstuvwxyz

Italic ABCDEFGHIJKLM
 nopqrstuvwxyz

PHOTOGRAPHY

Our photography library contains a rich mix of beautiful landscapes, vibrant townscape and numerous family activities that feature in our region.

For access to this library please visit:

www.failteireland.ie/irelandshiddenheartlands



Sunset at Wineport Lodge, Co. Athlone



Lough Key Forest Park, Co. Roscommon



An Sibin Horse, Riding Centre,
Whitegate, Co. Clare



Glencar Waterfall, Co. Leitrim



Glencar Lake, Co. Leitrim



Canoeing near Cloughoughter Castle on Lough Oughter

THANK YOU

For further information on Ireland's Hidden Heartlands please visit:
www.failteireland.ie/IrelandsHiddenHeartlands

